

Abstract

The Bachelor Thesis, titled Current trends in social marketing of the food sector, deals with the usage of food waste as a topic in the communication activities of grocery retailers in the Czech market. The thesis aims to find out what the motivation of the retail chain companies is to adopt practices that reduce the food waste. On the contrary, the thesis also looks at what the barriers in this matter are. The objective is also to analyse these activities and to assign them to marketing theory.

The theoretical part of the thesis works with the terms social marketing and corporate social responsibility, occurring in the food industry. The paper describes the reasons why the problem of food waste became a public discussion. The next part is dealing with the analysis of the domestic market with the food retailer chains. The practical part is based on a survey examining an approach of the food retailer chains to the topic of food waste. The answers of the seven representatives of food retailed chains management in the Czech market are interpreted.